

MAIN ENTRY ARCHWAYS

- BRICK / CAST STONE PIERS
- CONTEMPORARY LANTERN LIGHTS
- METAL TRELLIS

ZONE #2

- SIMILAR ARCHITECTURAL ELEMENTS
- UNIQUE LIGHTING
- METAL TRELLISES, WOOD BEAMS, PORCHES, CANOPIES, ETC..
- ONE (1) STORY BUILDINGS @ 22' TO 24'
- ONE (1) STORY CORNER BUILDINGS @ +/- 30'

GROUND SIGNS

- BRICK / CAST STONE PIERS
- CONTEMPORARY LANTERN LIGHTS
- METAL TRELLIS

ZONE #1

- SIMILAR ARCHITECTURAL ELEMENTS
- UNIQUE LIGHTING
- METAL TRELLISES, WOOD BEAMS, PORCHES, CANOPIES, ETC..
- ONE (1) STORY BUILDINGS @ 22' TO 24'
- ONE (1) STORY CORNER BUILDINGS @ +/- 30'

SECONDARY ENTRY ARCHWAYS

- BRICK / CAST STONE PIERS
- CONTEMPORARY LANTERN LIGHTS
- METAL TRELLIS

CENTRAL PLAZA GATEWAY

- SCULPTURAL ELEMENT W/ LOGO INSET
- CONTEMPORARY LANTERN LIGHTS
- BRICK / CAST STONE BASE

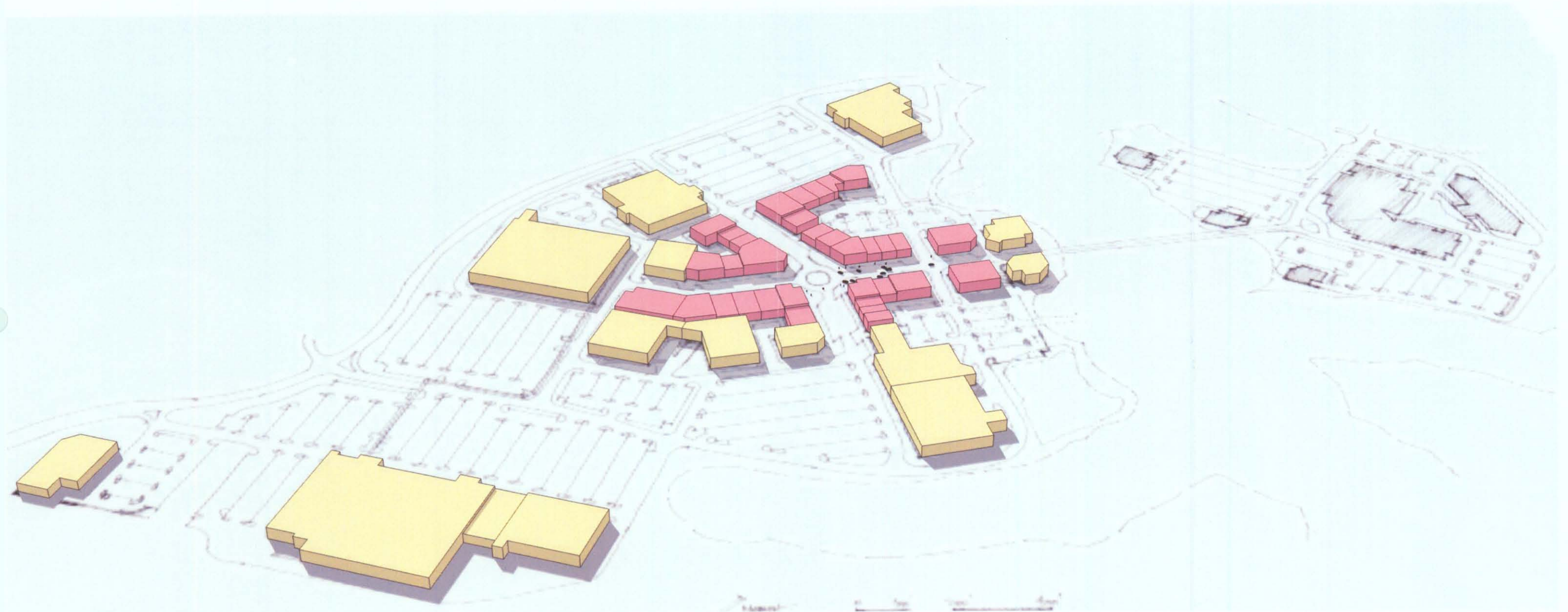
BRIDGE ELEMENT

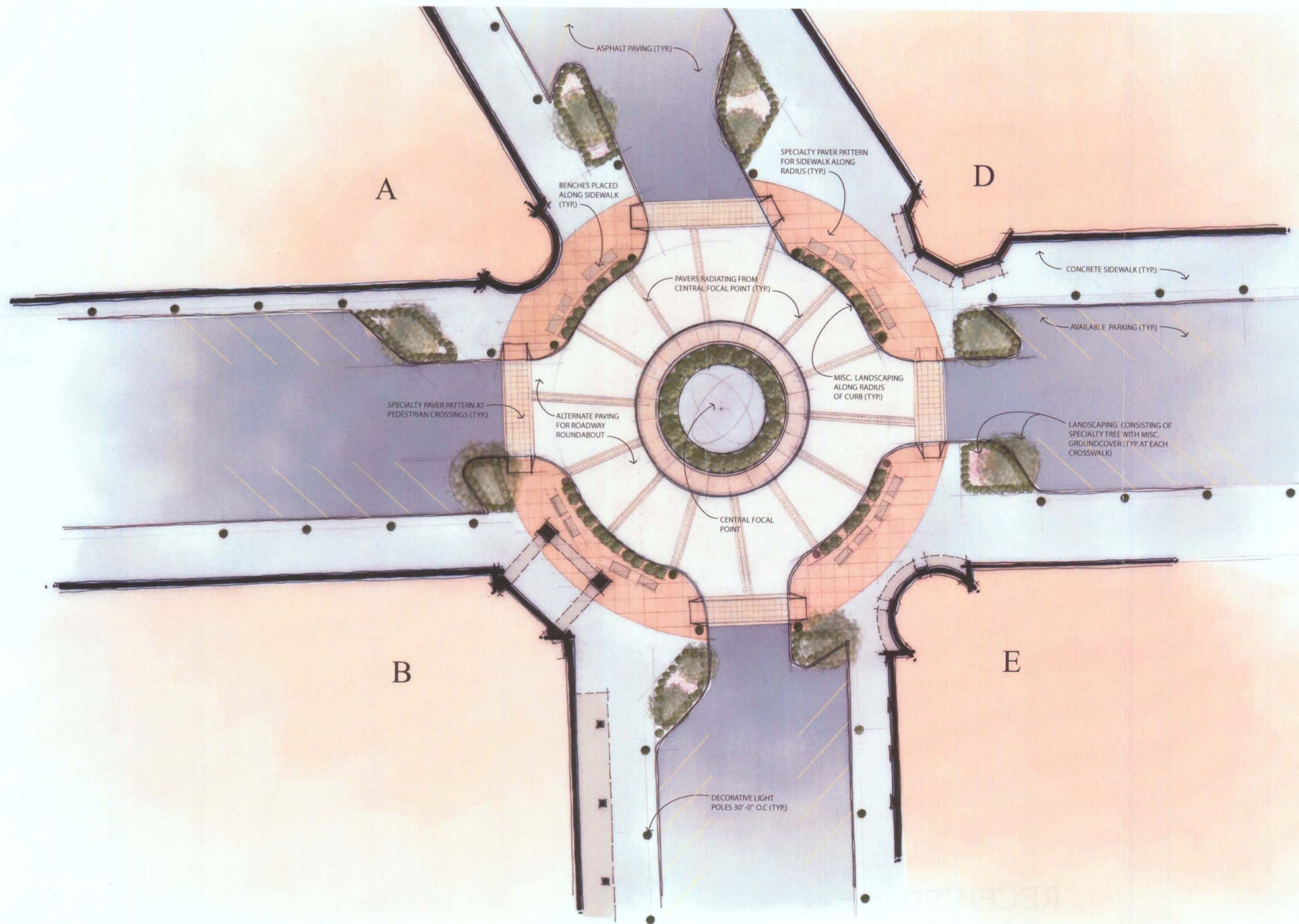
- PROJECT SIGNAGE
- CONTEMPORARY LANTERN LIGHTS
- PEDESTRIAN / AUTO FRIENDLY
- CAST CONC. W/ BRICK AND METAL STRUCTURE

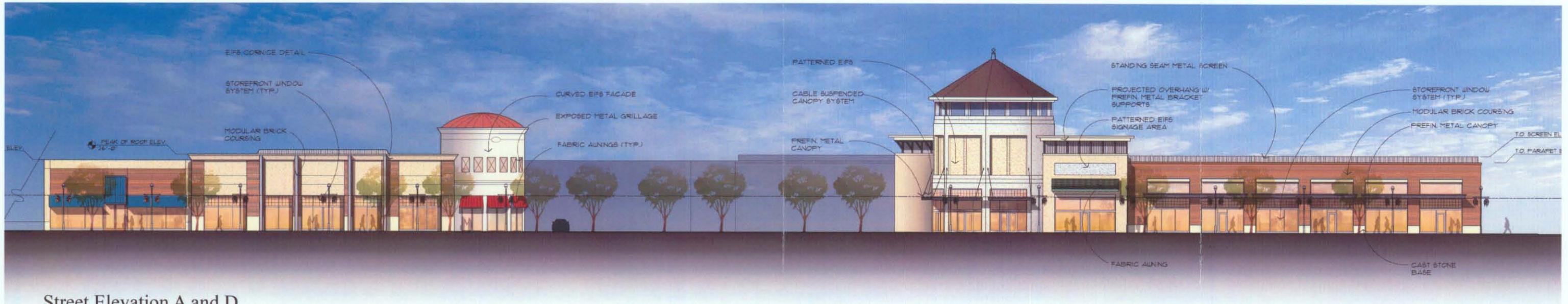
"MAIN FOUR" PLAN AREA**ARCHITECTURAL FOCAL REFERENCE**

- TALLER PARAPET HEIGHTS
- LARGER CANOPIES / PORCHES



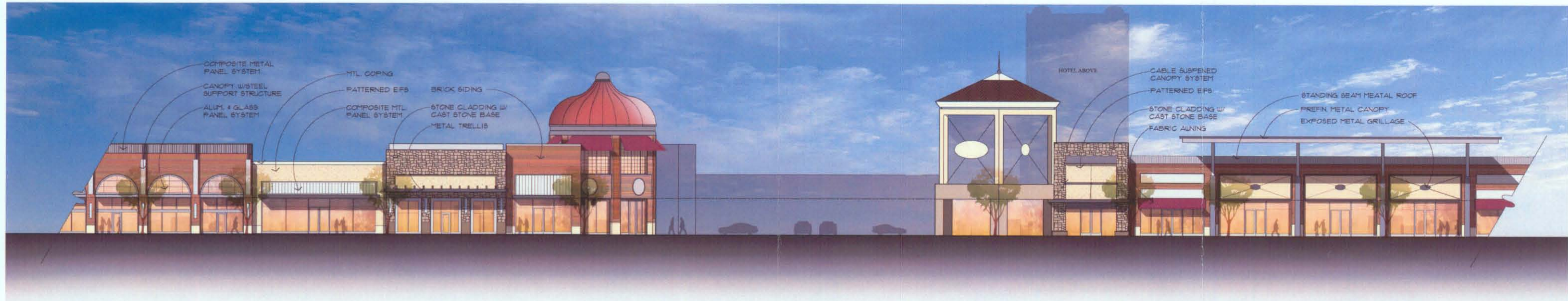






Street Elevation A and D

Scale: 1/16" = 1'-0"



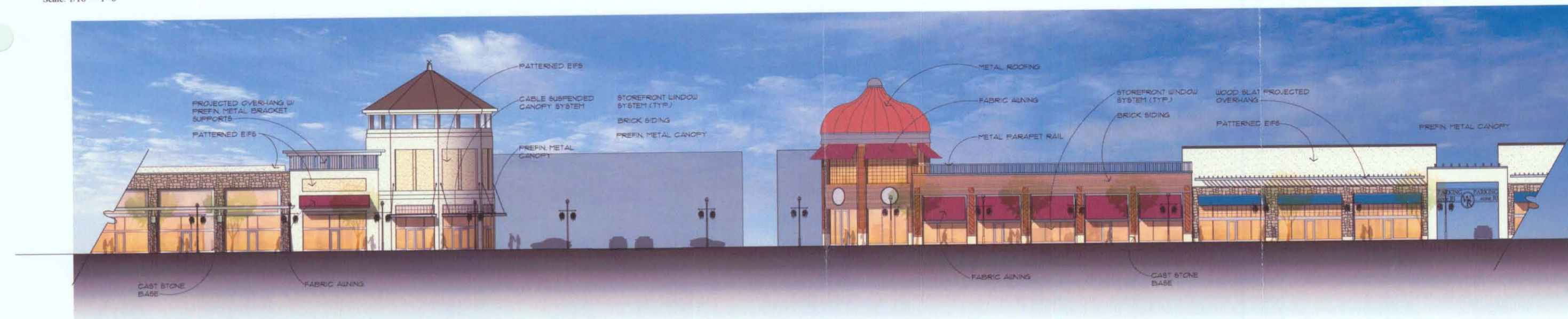
Street Elevation E and B

Scale: 1/16" = 1'-0"



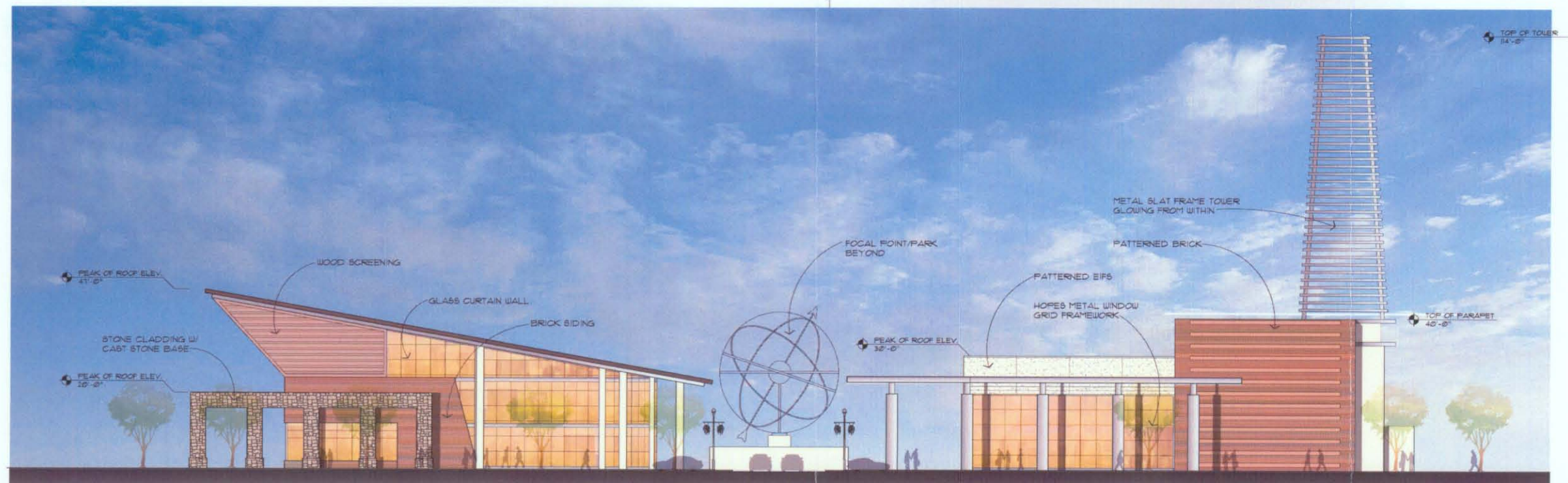
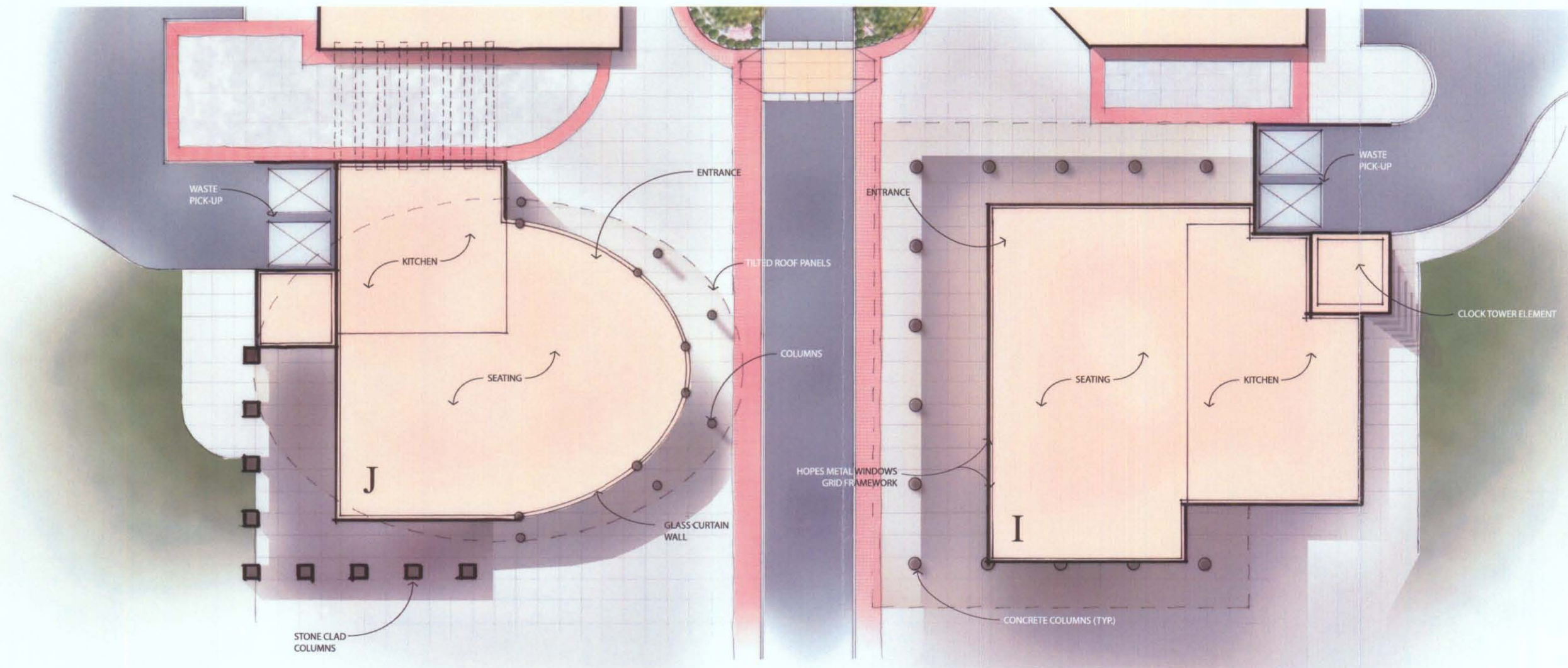
Street Elevation A and B

Scale: 1/16" = 1'-0"



Street Elevation E and D

Scale: 1/16" = 1'-0"











Design Goal

The primary goal of the project is to create a quality shopping destination as well as a community oriented environment which captures the spirit of the Williamsburg area.

Williamsburg Row is conceived as a unique development that creates a distinctive neighborhood based retail, food and office experience.

Recognizing the requirements of today’s fast paced lifestyle in the surrounding market, the automobile is a necessity but also compatible with a pedestrian friendly plan layout. Williamsburg Row will be based on a concept of contemporary interpretations of local neighborhood mainstreet architecture and shop style ambiance with automobile convenience.

The role of the design is to establish a cultural framework that allows Tenants to express their individual identities and brand presentations in a comfortable, convenient and interesting environment unique to the marketplace.

STORE FRONT DESIGN CRITERIA

Landlord’s Work

Landlord provides the architectural building framework with openings, structural columns and facade treatments at various heights and configurations per a contemporary interpretation of mainstreet design vernacular. Building facades include materials of brick, metal, stucco and precast stone with combinations of each as required. This will enhance the pedestrian scale and finish detail.

Tenant’s Improvements

Tenant’s work is required in order to allow the individual shops to express their unique identities and amplify their brand and visual presentation within the Landlord’s framework.

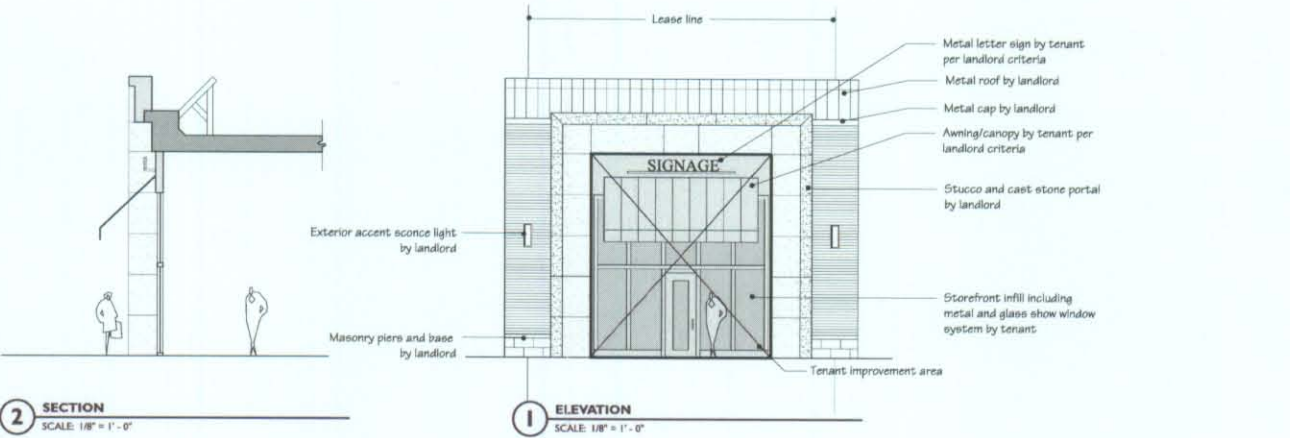
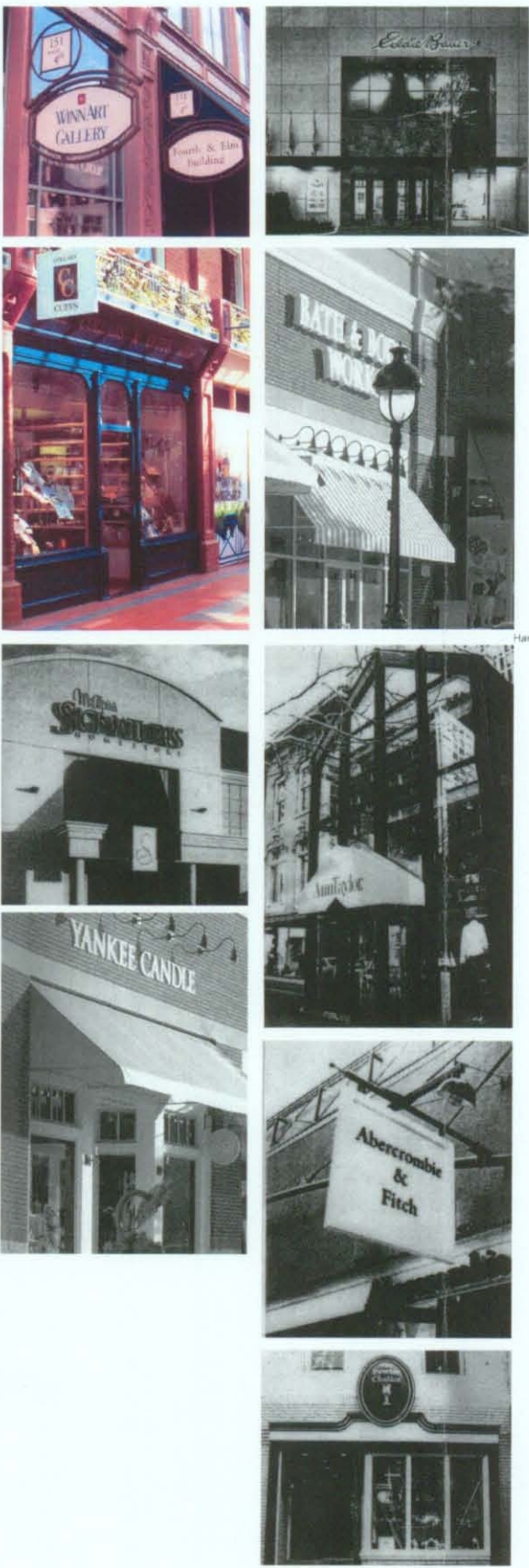
The Retail Experience

The shopper will be attracted by the simplicity of access to a broad range of goods and services within a community setting.

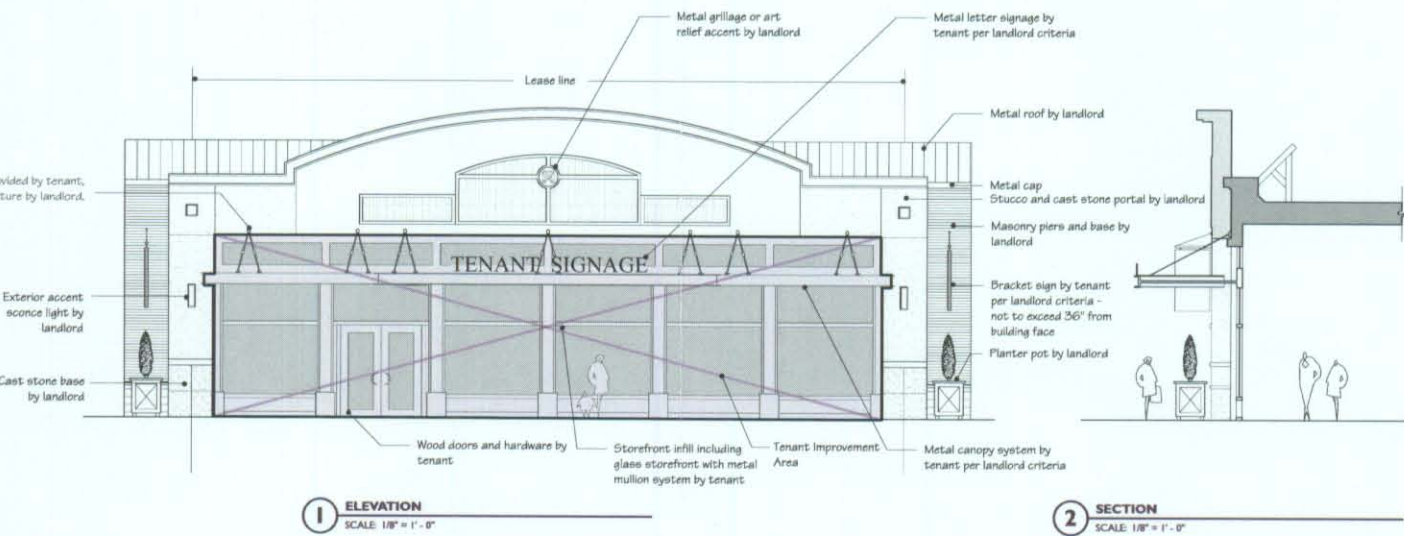
Individuality of Tenant storefronts emphasizing quality materials of brick, stone, metal, canvas awnings and creative signage brings a comfortable pedestrian scale to an open air environment. Creative pass-through pathways lead the shopper from parking areas to shopfronts. Illuminated walkways along tree lined drives, small gardens and a pocket park encourage pedestrian movement to search out and discover the various shops and services available. Overhead trellis, canopies and canvas awnings provide weather protection and add to the individual Tenant identity and retail variety.

The retail neighborhood will be enhanced by places to sit and relax within landscaped zones surrounded by a retail community that will become an important part of the surrounding area for years to come.

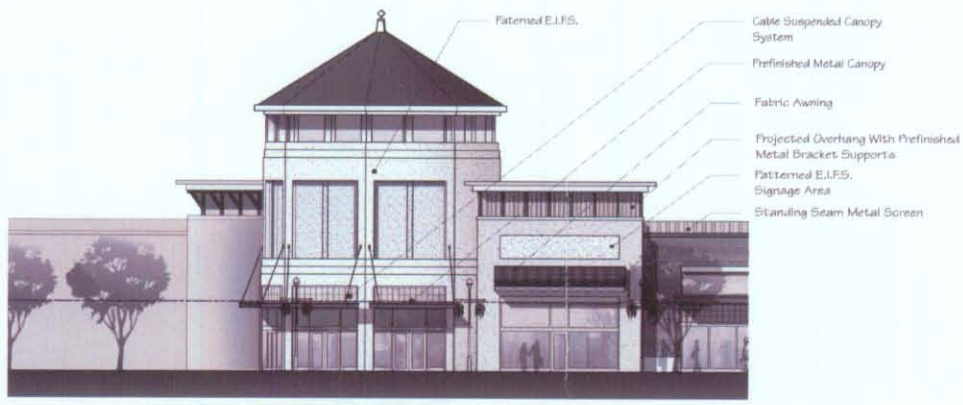
Examples and Inspirations



Smaller Tenant Improvements - A



Larger Tenant Improvements - B

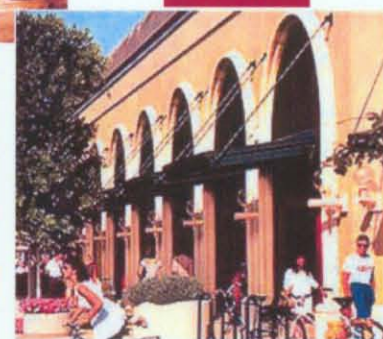


Corner Units

A photograph of the exterior of the Cullars & Co. Cuffs store. The storefront features large, arched display windows with dark frames. Above the windows is a prominent sign that reads "CULLARS & CO. CUFFS" in a stylized font. To the left of the entrance, there is a small sign with a large letter "C" and the word "CUFFS" below it. The building is constructed of brick, and the entrance is decorated with ornate architectural details. The interior of the store is visible through the windows, showing shelves stocked with various items, likely cuffs.



alive

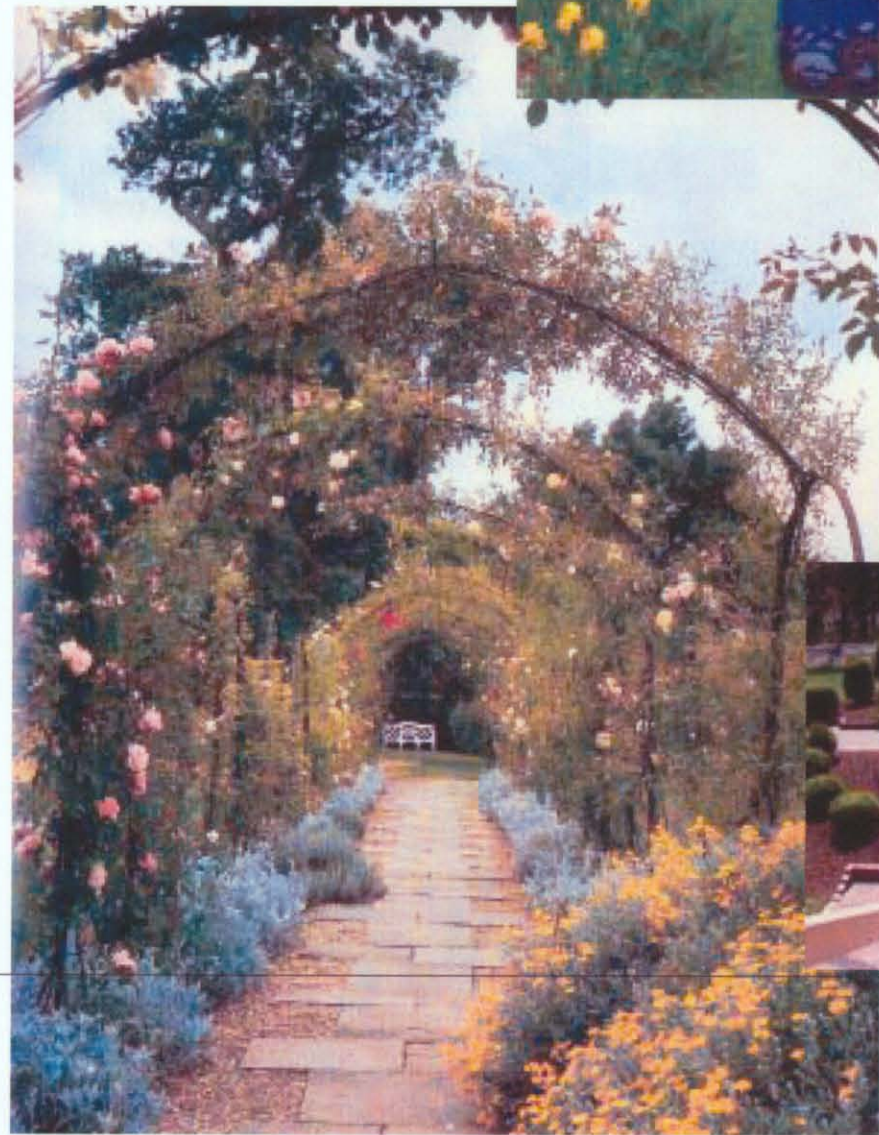
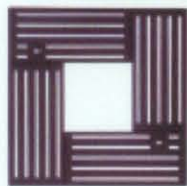
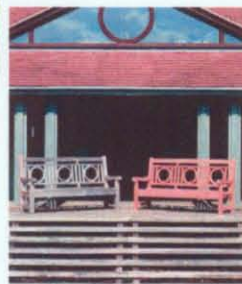


engaging

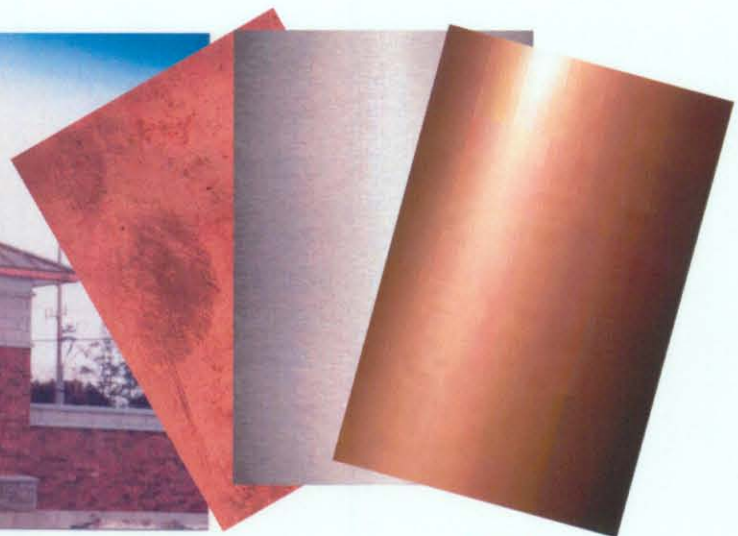


social





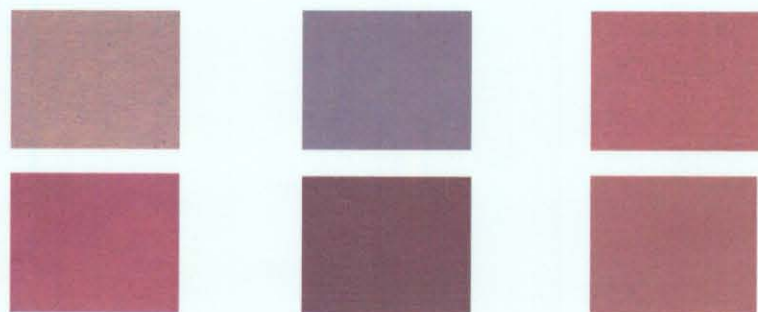
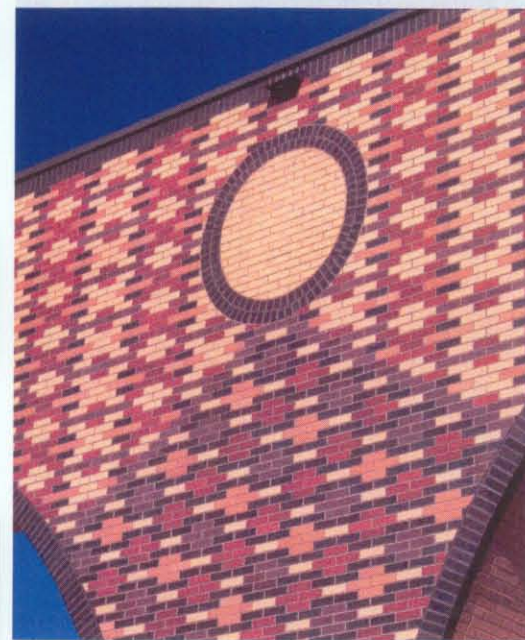
GARDENS & LANDSCAPING



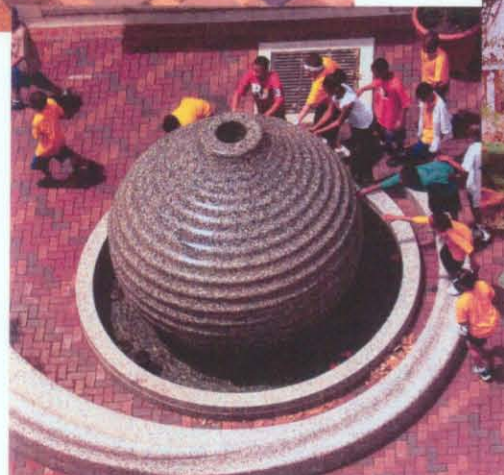
METALS



BRICK



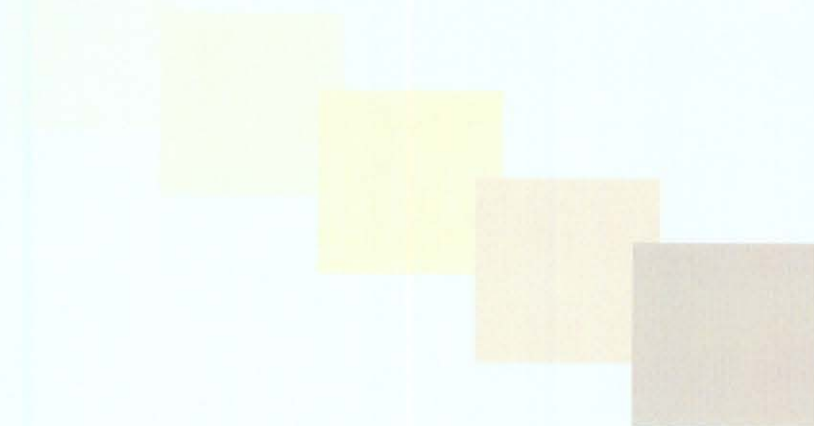
BRICK PAVERS



MATERIALS



STUCCO



PAINTS